# BERKSHIRE HATHAWAY HomeServices

BASIC LOGO, DBA GUIDELINES AND YARD SIGN GUIDELINES

7/24/13

# INTRODUCTION

Berkshire Hathaway HomeServices (BHHS), brings to the real estate market a definitive mark of stability, strength, and, above all, quality. Our vision identity – from our distinctive colors and Quality Seal to our dignified, unpretentious typography – reflects our timeless character. We believe in being refreshingly real, whether we are operating in the high-end residential markets, in commercial real estate, or in the kind of middle-class, middle-market communities that are so integral to society.

Wherever Berkshire Hathaway HomeServices is, our brand identity communicates our commitment to integrity, our intelligence, and our straightforward approach, inspiring the best in our affiliates, and delivering the best to our customers. Use these guidelines to ensure you are representing Berkshire Hathaway HomeServices to the best of your ability, every time you communicate on our behalf.

### In regards to referencing Warren Buffett

References to Mr. Buffett, whether in electronic, print and social media, and including references made by third parties and outside sources, plus photos, illustrations and graphics, are not allowed unless specifically provided by HomeServices of America. Mention or references to Berkshire Hathaway Inc., outside of reference to Berkshire Hathaway HomeServices℠, also are not allowed.

Affiliates must not link to any webpage or website that refers to, describes or includes Berkshire Hathaway Inc. or Warren Buffett, unless the web address, text or graphics are provided by HomeServices of America.

# GLOSSARY

**BHHS** – The abbreviation for Berkshire Hathaway HomeServices.

**Lock-up** – Spacing of elements within BHHS Signatures.

**REsource Center** – Private extranet site for affiliates, located at www.bhhsREsourcecenter.com.

**Quality Seal** –


**BHHS Signatures**:

*Corporate Signature* – The Quality Seal and the words "Berkshire Hathaway HomeServices."

*Affiliate Signature* – The corporate Signature with the affiliate DBA Name below or beside it.

# BRAND IDENTITY COMPLIANCE

Every affiliate is required to submit the following during the audit process:

- Sample of the business card format endorsed by your company.
- Sample of marketing materials, which could include your company approved brochure, radio or TV ads, flyers, listing presentation or magazine ads.
- A list of all company, office and sales professional URLs.
- A photo of the yard sign endorsed by your company.

Once we receive the materials outlined above, all submissions, including the websites, will be reviewed for compliance relative to the established Brand Identity Standards (see Operations Manual or REsource Center) and Fair Housing laws. You will be contacted if there are any items that need to be modified or converted. We understand that in many cases non-compliant materials are a result of a misunderstanding of the Brand Identity Standards. We trust that once we notify you of an outstanding issue, you will take care of it within a reasonable requested timeframe. Since adherence to the Brand Identity Standards is such an important issue for our Network, in those cases where efforts to resolve compliance problems are not evident, we will take stronger measures. When an affiliate does not comply with our requests for materials or will not work with us to address a compliance issue, we will be forced to take the following steps until the situation is resolved:

- Affiliate will be considered not-in-good-standing.
- Immediate de-linking from BHHS website.
- Suspension of eligibility to receive additional Relocation business.
- Loss of company and/or agent awards.
- Terminate for cause.

The protection of the Brand and its consistent use in accordance with established standards is critical to maintaining the value of our Network and the Brand. We appreciate your cooperation toward these efforts.

# THE BRAND COLOR PALETTE

The approved colors for the Berkshire Hathaway HomeServices brand have been defined as Cabernet Pantone 7659 and Cream Pantone 9143. In order to truly match these Pantone colors, we have also defined a custom CMYK mix for process printing and a custom RGB mix for electronic deliveries. Below are these custom mixes for BHHS Cabernet and BHHS Cream. These mixes do vary from the standard mixes you will find in your graphics programs. Please override those numbers with the ones below to get a better match to the Pantone colors indicated above.

Additionally, each office will be provided with a printed color swatch book which you can use as a visual reference to match to when producing branded materials.

***BHHS Cabernet***

CMYK: 48/90/10/55

RGB: 85/36/72

PowerPoint RGB: 67/23/58

Hex: 552448



***BHHS Cream***

CMYK: 0/2/14/5

RGB: 234/227/212

PowerPoint RGB: 237/228/214

Hex: EAE3D4

***Black***

CMYK: 0/0/0/100

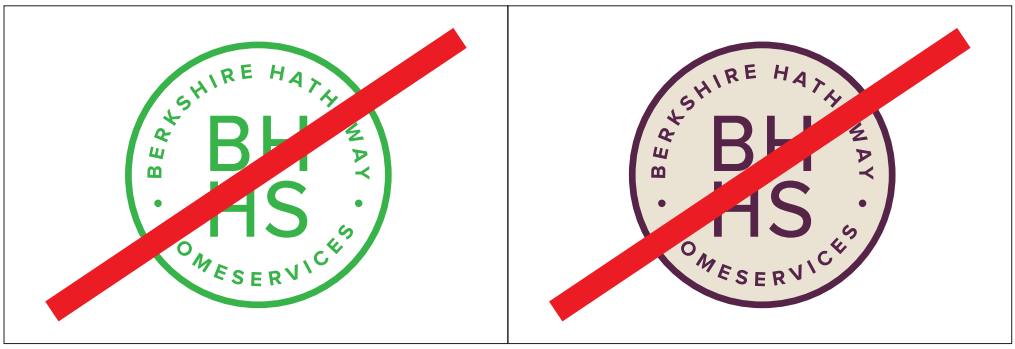
RGB: 0/0/0

PowerPoint RGB: 0/0/0

# THE QUALITY SEAL

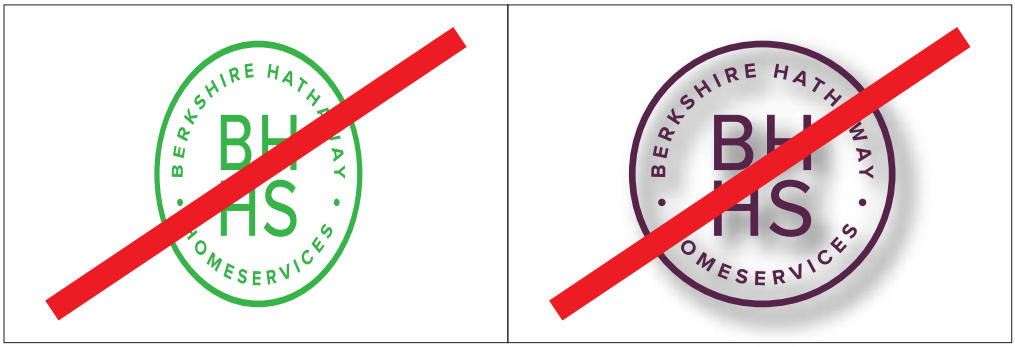
Marketing materials and websites must always contain your customized wordmark logo with or without the Quality Seal. The Quality Seal should never be used alone without your logo being somewhere on the page.

The following examples show some of the possible misuses of the Quality Seal. To ensure correct, consistent usage, always follow these examples.



Do not use colors outside the approved palette.

Do not combine color combinations.



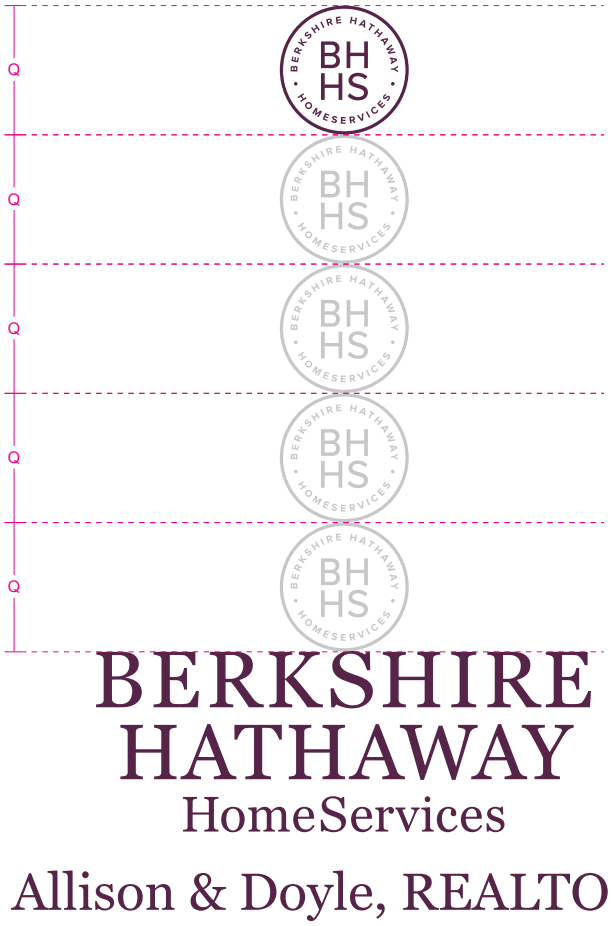
Do not scale horizontally or vertically.

Do not add special effects.

Do not use as a watermark.
Always use at 100% opacity.

# SEPARATING THE QUALITY SEAL FROM THE LOGOMARK

When not using the specified logo lock ups (the Quality Seal and the BHHS wordmark), the logo components may be used separately. When separated, the components should stand alone and work as individual elements. Therefore it is important to keep a healthy distance between components in order to differentiate the Quality Seal and the logo. When the Quality Seal is separated from the lock up, it is to be placed a minimum of 5Q distance away from the wordmark, with "Q" being the height of the Quality Seal. See example below and on the following page.



# Just Listed

BERKSHIRE HATHAWAY
HomeServices
Allison & Doyle, REALTORS®

*Offered by*

**Wendy Owens**
ID12345
wowens@allisondoyle.com
(123) 456-7890
http://www.allisondoyle.com


*Offered at*

**$123,567**

MLS# 12345

## 12345 Strathmore Lake Drive | Owens Creek

Nestled On Quiet Cul-De-Sac In Gated Community. Facing The Golf Course Fairway And 7th Green. This Home Has The Feel of A Park Like Setting. Inside The Home There Are 3 Bedrooms And A Den With French Doors Vaulted Ceilings In The Living Room With A Ceiling Fan. The Master Bedroom Has 2 Closets. A Fenced Back Yard And 2 Sheds For Storage. The Composition Roof Is 2 Years New.

**3,200 sq. ft.**
**3 bedrooms**
**2.5 bathrooms**
**Pool/spa**
**2-car garage**

Want more info?

Berkshire Hathaway HomeServices Allison & Doyle Real Estate
12345 Robinson Blvd., Anytown, US 12345


Copyright 2013 Real Estate Brokerage Services are offered through the network member franchisees of BHH Affiliates, LLC. Most franchisees are independently owned and operated. Equal Housing Opportunity.

# CLEAR SPACE

In order to maintain consistency in usage, it is always important that the Berkshire Hathaway HomeServices logomark be used the same way everytime, and always given the proper amount of surrounding clear space in order to avoid it being lost on the page or in the layout. The following rules apply to the proper amount and usage of clear space to be left around the logomark at all times. At no such time is the clear space to be violated by copy or graphic elements of any kind.

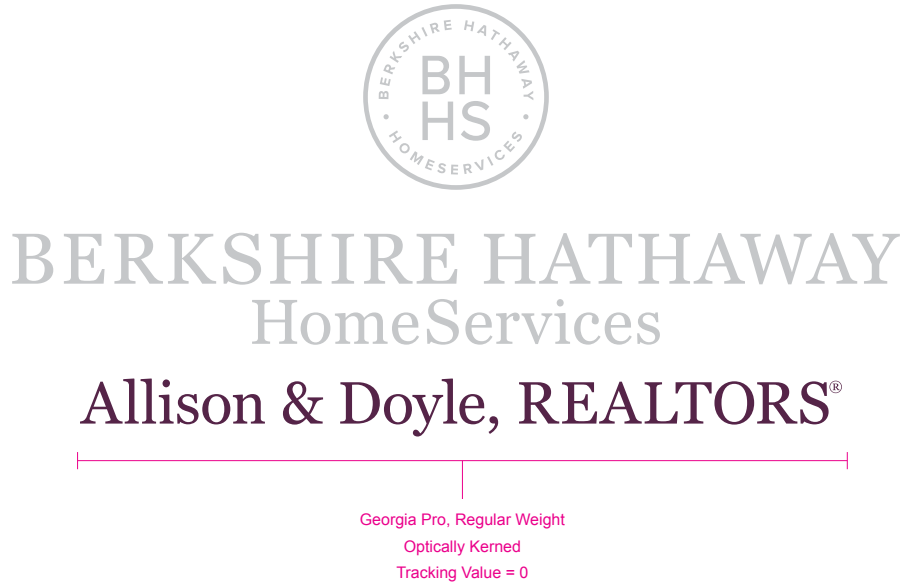
*Berkshire Hathaway HomeServices logomark:*

*Berkshire Hathaway HomeServices logomark and DBA:*

# TYPOGRAPHY

Georgia or Georgia Pro, our primary typeface, reflects the BHHS brand proposition. Its classic look speaks to trust; it is also a font designed for digital purposes.

For all uses and variations of the BHHS logo with DBA name, we will be using Georgia or Georgia Pro, Regular weight set with Optical Kerning and a Tracking Value of 0.

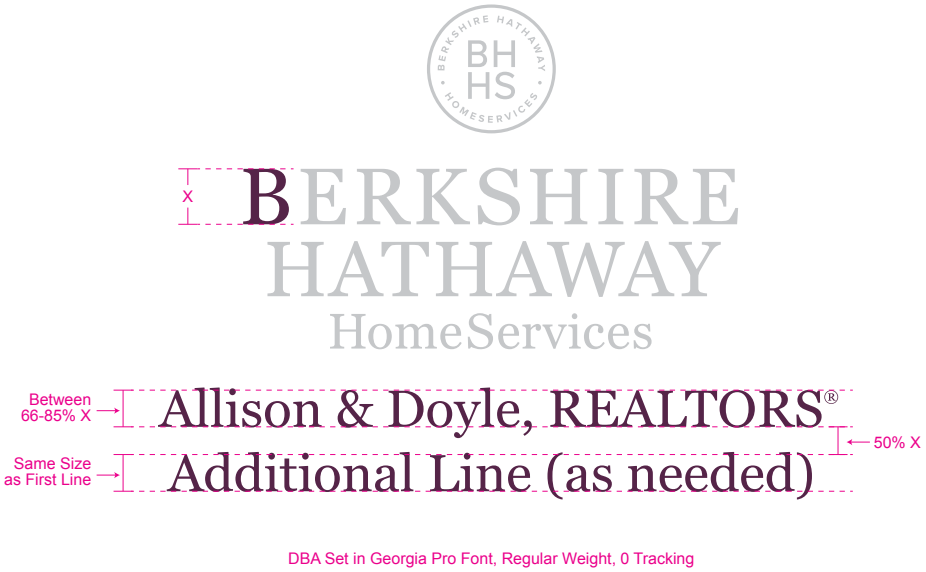


# GENERAL RULES FOR ALL APPLICATIONS

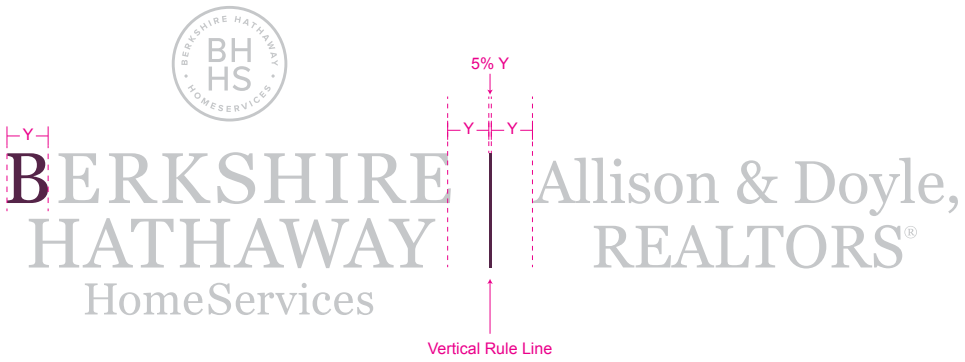
- “X” height is equal to the height of the “B” in “Berkshire.”
- “Y” width is equal to the width of the “B” in “Berkshire.”

- “Z” width is equal to the width of the words “Berkshire Hathaway” or the word “Berkshire.”

- The size of the DBA must be no more than 85% of “X” and no less than 66% of “X.”
- The DBA must be same size on both lines (as needed).
- Affiliate DBAs are set in upper and lower case, with the exception of the word “REALTORS®” (where applicable).




- For side-by-side applications, the distance from the “E” in “Berkshire” to the vertical rule and the distance from the vertical rule to the first letter of the DBA is “Y,” while the width of the vertical rule itself is 5% of “Y.”



# VERTICAL STACK WITH QUALITY SEAL

- DBA must be centered along with the Berkshire Hathaway logomark.
- DBA must not extend past the stacked Berkshire Hathaway by more than 2Y on each side.

BERKSHIRE
HATHAWAY
HomeServices

Allison & Doyle, REALTORS®

## VERTICAL STACK WITHOUT QUALITY SEAL

- DBA must be centered along with the Berkshire Hathaway logomark.
- DBA must not extend past the stacked Berkshire Hathaway by more than 2Y on each side.

BERKSHIRE
HATHAWAY
HomeServices

Allison & Doyle, REALTORS®

## HORIZONTAL STACK WITH QUALITY SEAL

- DBA must be centered along with the Berkshire Hathaway logomark.
- DBA must not extend beyond Z.

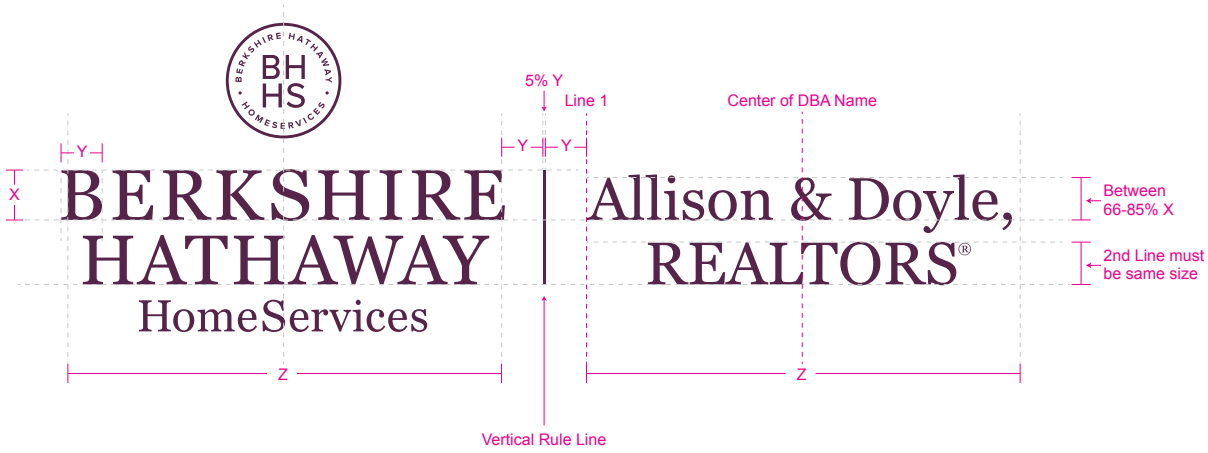
## HORIZONTAL STACK WITHOUT QUALITY SEAL

- DBA must be centered along with the Berkshire Hathaway logomark.
- DBA must not extend beyond Z.

BERKSHIRE HATHAWAY
HomeServices
Allison & Doyle, REALTORS®

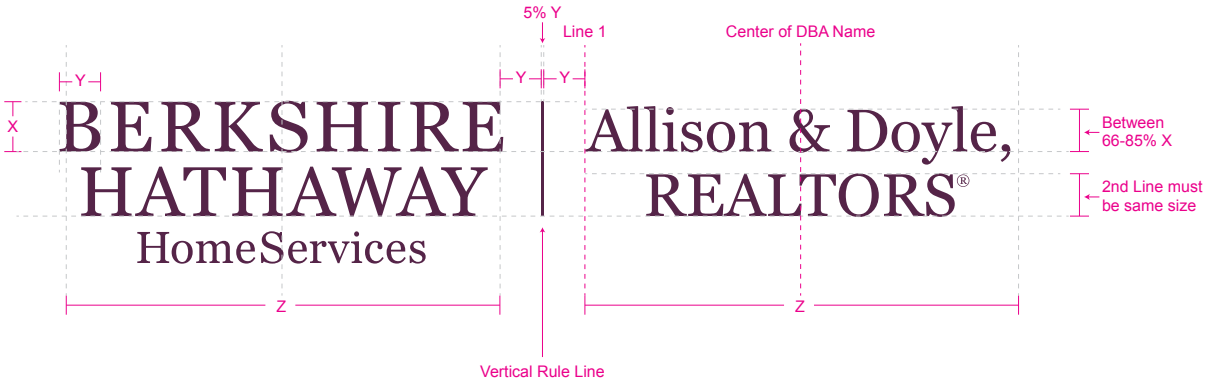
# VERTICAL STACK (SIDE BY SIDE) WITH QUALITY SEAL

- DBA must not extend beyond Z.
- DBA must be centered on itself, and line up as a unit to the vertical Line 1.
- Line 1 of DBA must be anchored along the baseline of “Berkshire.”
- Line 2 of DBA must be anchored along the baseline of “Hathaway” (as needed).
- The vertical rule line must be equal to the height of the stacked “Berkshire Hathaway.”



# VERTICAL STACK (SIDE BY SIDE) WITHOUT QUALITY SEAL

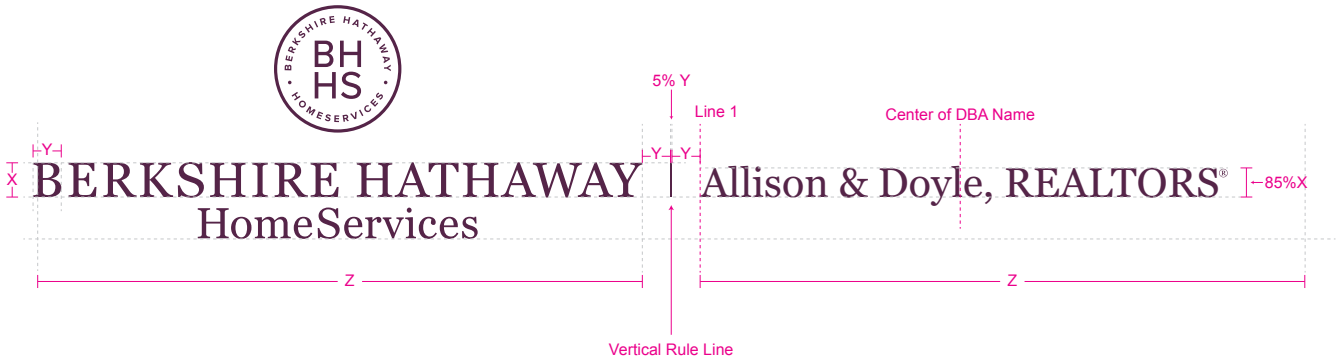
- DBA must not extend beyond Z.
- DBA must be centered on itself, and line up as a unit to the vertical Line 1.
- Line 1 of DBA must be anchored along the baseline of “Berkshire.”
- Line 2 of DBA must be anchored along the baseline of “Hathaway” (as needed).
- The vertical rule line must be equal to the height of the stacked “Berkshire Hathaway.”




BERKSHIRE HATHAWAY HomeServices | Allison & Doyle, REALTORS®

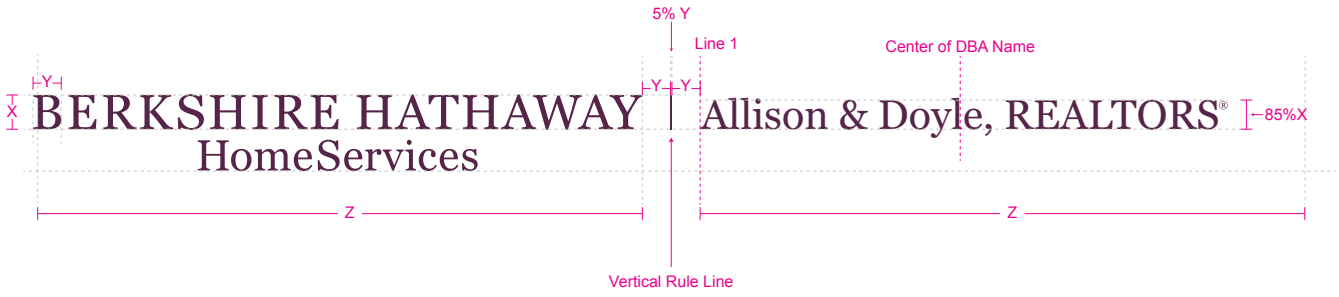
# HORIZONTAL STACK (SIDE BY SIDE) WITH QUALITY SEAL

- DBA must be no more than 85% X and no less than 66% X.
- DBA must not extend beyond Z.
- DBA must be centered on itself, and line up as a unit to the vertical Line 1.
- Line 1 of DBA must be anchored along the baseline of “Berkshire Hathaway.”
- Line 2 of DBA must be anchored along the baseline of “HomeServices” (as needed).
- For a 1-line DBA:
  - The vertical rule line must be equal to the height of the horizontal “Berkshire Hathaway.”
- For a 2-line DBA:
  - The vertical rule line must be equal to the height of the horizontal “Berkshire Hathaway” + “HomeServices” (not shown).



# HORIZONTAL STACK (SIDE BY SIDE) WITHOUT QUALITY SEAL

- DBA must be no more than 85% X and no less than 66% X.
- DBA must not extend beyond Z.
- DBA must be centered on itself, and line up as a unit to the vertical Line 1.
- Line 1 of DBA must be anchored along the baseline of “Berkshire Hathaway.”
- Line 2 of DBA must be anchored along the baseline of “HomeServices” (as needed).
- For a 1-line DBA:
  - The vertical rule line must be equal to the height of the horizontal “Berkshire Hathaway.”
- For a 2-line DBA:
  - The vertical rule line must be equal to the height of the horizontal “Berkshire Hathaway” + “HomeServices” (not shown).




BERKSHIRE HATHAWAY | Allison & Doyle, REALTORS®
HomeServices

# ADDITIONAL COLOR OPTIONS

Vertical stack with Quality Seal.

Black and white color options are for marketing/advertising materials only and are not to be used for yard signs.

# ADDITIONAL COLOR OPTIONS

Vertical stack without Quality Seal.

BERKSHIRE HATHAWAY
HomeServices
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BERKSHIRE HATHAWAY
HomeServices
Allison & Doyle, REALTORS®

BERKSHIRE HATHAWAY
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Allison & Doyle, REALTORS®

BERKSHIRE HATHAWAY
HomeServices
Allison & Doyle, REALTORS®

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# ADDITIONAL COLOR OPTIONS

Horizontal stack with Quality Seal.

Black and white color options are for marketing/advertising materials only and are not to be used for yard signs.

# ADDITIONAL COLOR OPTIONS

Horizontal stack without Quality Seal.

BERKSHIRE HATHAWAY
HomeServices
Allison & Doyle, REALTORS®

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BERKSHIRE HATHAWAY
HomeServices
Allison & Doyle, REALTORS®

Black and white color options are for marketing/advertising materials only and are not to be used for yard signs.

# ADDITIONAL COLOR OPTIONS

Vertical stack (side by side) with Quality Seal.

# ADDITIONAL COLOR OPTIONS

Vertical stack (side by side) without Quality Seal.

BERKSHIRE HATHAWAY HomeServices | Allison & Doyle, REALTORS®

BERKSHIRE HATHAWAY HomeServices | Allison & Doyle, REALTORS®

BERKSHIRE HATHAWAY HomeServices | Allison & Doyle, REALTORS®

BERKSHIRE HATHAWAY HomeServices | Allison & Doyle, REALTORS®

Black and white color options are for marketing/advertising materials only and are not to be used for yard signs.

# ADDITIONAL COLOR OPTIONS

Horizontal stack (side by side) with Quality Seal.

BERKSHIRE HATHAWAY HomeServices | Allison & Doyle, REALTORS®
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BERKSHIRE HATHAWAY HomeServices | Allison & Doyle, REALTORS®

Black and white color options are for marketing/advertising materials only and are not to be used for yard signs.

# ADDITIONAL COLOR OPTIONS

Horizontal stack (side by side) without Quality Seal.

BERKSHIRE HATHAWAY HomeServices | Allison & Doyle, REALTORS®

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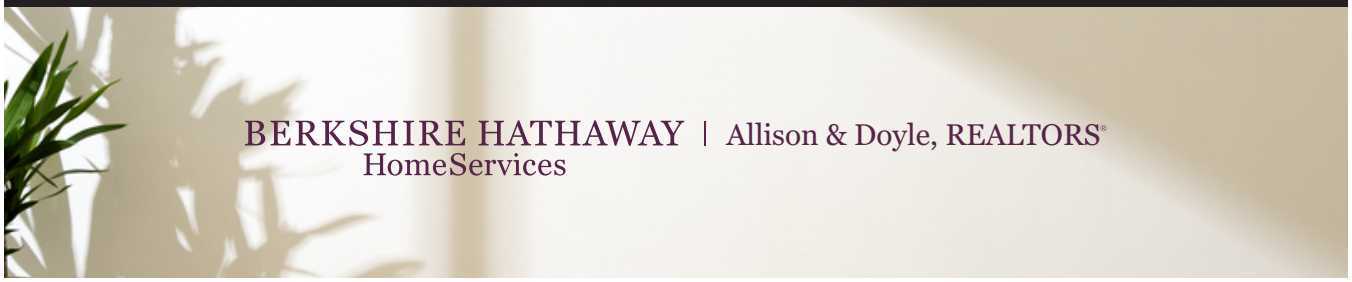
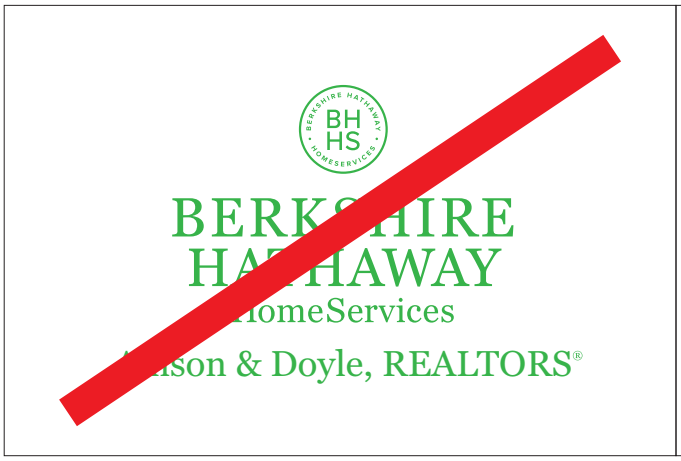
BERKSHIRE HATHAWAY HomeServices | Allison & Doyle, REALTORS®




Black and white color options are for marketing/advertising materials only and are not to be used for yard signs.

# INCORRECT USE

The following examples show some of the possible misuses of the combined Berkshire Hathaway HomeServices and DBA Name logo. To ensure correct, consistent usage, always follow the preceding rules.

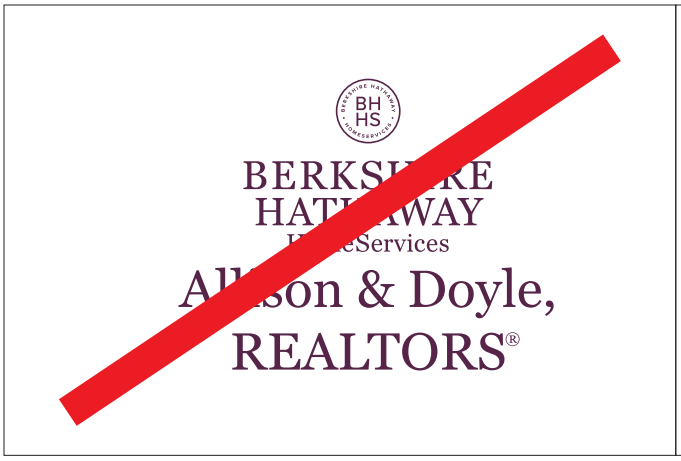


Do not use colors outside the approved palette.

Do not combine color combinations.

Do not scale horizontally or vertically.

Do not use unapproved typefaces.




Do not alter approved sizing and distance relationships.

Do not alter logos.

Do not add special effects.

Do not alter alignment rules.

Affiliates DBA may not be in all caps

# MARKETING AND ADVERTISING – TELEPHONE DIRECTORY

## White Pages Advertising

White Pages advertising includes paid listings and feature space ads. Specifications and availability of White Pages advertising differs greatly by publisher.

White Pages listings direct potential clients to your business when they already know your name and are simply looking for a phone number or address. White Pages listings also control Caller information – 411.

- White Pages advertising is driven by your phone company records. You must have a listing established with the phone company as "BHHS Your Company DBA" for your advertising to print in the correct alphabetical position.
- Color for White Pages advertising includes font color and white page highlight usually a yellow splash of color over white).
- Fonts, other than those used in logos, are restricted to those choices offered by the publisher.
- Disclaimers are not necessary in white page representation.

**Example, Bold Listing:**

**BHHS DBA Name Realty**
1234 Main Street, Anytown.....555-2368

**Example, Feature Listing:**

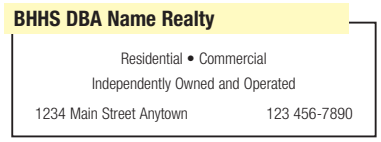
**BHHS DBA Name Realty**

1234 Main Street, Anytown.....555-2368

## Yellow Pages Advertising — In-Column Advertising

In-column advertising includes listings, Space Ads and Trademark Ads. Due to limited space, publisher specifications require strict formatting for this type of advertising. Following are examples of acceptable in-column ads. The Trademark Ad on the left may only be used for multiple affiliates to list under the BHHS name. The ad on the right is an in-column Space Ad designed for an individual affiliate.

### 1HS — 1/2 Inch Space Listing




### 2HS — 1 Inch Space Listing

BHHS DBA Name Realty
Residential • Commercial
Property Management
Investment Property
Relocation Referral Service
Independently Owned and Operated
1234 Main Street Anytown . . . . . 123 456-7890

### 4HS — 2 Inch Space Listing with Art

BHHS DBA Name Realty
BERKSHIRE HATHAWAY
HomeServices
Residential • Commercial
Relocation Referral Service
Independently Owned and Operated
1234 Main Street Anytown . . . . . 123 456-7890
567 E Home Av Your City . . . . . 123 555-4663
8 Center Way Everyville . . . . . 123 555-4287
98 W North Bl Anyburg . . . . . 123 555-7425

- The Quality Seal, the Corporate Signature or the Affiliate Signature may be used for in-column advertising. Publisher specifications require that all logos appear at the top of the ad above listing information.
- Color is available in yellow pages advertising but may be very restrictive. The Corporate Signature or the Affiliate Signature may print in black. Red is not to be used on the logo even if it's the only enhancement color made available by the publisher.
- Fonts are restricted to publisher specifications. All text, other than the Corporate Signature and Affiliate Signature, are subject to publisher criteria.
- Publishers require disclaimers to appear in the top portion of in-column ads above the listing information. Due to minimal space for in-column advertising, the "Independently Owned and Operated" shorter disclaimer is approved and required if applicable.

## Yellow Pages Advertising — Display Advertising

Display Advertising is available in many different sizes and publishers offer far more flexibility in ad design.

- Only the Affiliate Signature is to be used for display advertising and it should be a dominating feature in ad design. Due to some spacing issues, horizontal placement of the Affiliate Signature is acceptable for yellow pages advertising.
- Multiple colors and White Knock-out (white background) are now available in most yellow pages directories. The Affiliate Signature is to be placed in black, BHHS Cabernet or BHHS Cream or black reverse.
- The disclaimer “An Independently Owned and Operated Member of BHHS Affiliates LLC.” must appear in all display advertising where space allows. In a smaller display ad, the disclaimer “Independently Owned and Operated” is required (where applicable).

# MARKETING AND ADVERTISING – DISCLAIMERS

**Please use the following standard disclaimer for independently owned and operated affiliates:**

© “insert year” BHH Affiliates, LLC. An independently owned and operated franchisee of BHH Affiliates, LLC. Berkshire Hathaway HomeServices and the Berkshire Hathaway HomeServices symbol are registered service marks of HomeServices of America, Inc.® Equal Housing Opportunity.

**Please use the following standard disclaimer for company owned and operated affiliates:**

© “insert year” BHH Affiliates, LLC. An independently operated subsidiary of HomeServices of America, Inc., a Berkshire Hathaway affiliate, and a franchisee of BHH Affiliates, LLC. Berkshire Hathaway HomeServices and the Berkshire Hathaway HomeServices symbol are registered service marks of HomeServices of America, Inc.® Equal Housing Opportunity.

*Where space is available, always use the entire disclaimer. The one line disclaimer may be used for yard signs, business cards and materials where space is very limited. Full disclaimers should be used whenever possible.*

**The one line disclaimer is for both independents and HSoA owned companies. One line disclaimer is as follows:**

An Independently owned and operated franchisee of BHH Affiliates, LLC

# INTERNET

The World Wide Web provides an exciting vehicle for businesses to communicate and interact with existing and potential customers.

As Internet commerce grows, maintaining an effective brand image on the Web has become an enormous logistical and technical challenge. Accordingly, it is essential that affiliates apply these graphic standards whenever using the Berkshire Hathaway HomeServices name, Quality Seal and Logomark on the Internet. BHHS urges all affiliates to immediately review their existing websites to assure compliance with these standards.

Websites have the ability to reach more consumers than any other means of advertising and marketing. As such, the Internet is not an exception to these Identity Standards; in many ways, the Internet is the medium where the standards mean the most. Misuse of the BHHS brand on the Web can be the quickest way to tarnish the Brand's image and strength. Proper use of the BHHS brand on the Web will enhance each affiliate's business, as well as the value of the Brand as a whole.

As part of our ongoing efforts to protect the strength of our brand, BHHS will be monitoring affiliate websites and will contact affiliates who require assistance in modifying their sites to comply with these standards. In addition, BHHS may issue revised sections to the Operations Manual and/or Identity Standards that set forth standards regarding the only permitted uses of BHHS Logomarks as domain names and other uses of these licensed marks on the Internet.

# INTERNET – COMMON ERRORS

The following are common errors we see repeatedly on affiliate and sales professional websites. Please note that these errors are often found in printed advertisements as well, so you may want to review your overall marketing and advertising components.

1. **Not using your correct company Logomark.** Compliant company Logomarks must always be used. The most common errors with company Logomarks include:
    - Incorrect format.
    - Font, size and/or color are changed.
    - Not having at least X-Height (Height of the B) of clear space around the BHHS Logomark or Quality Seal.
    - Used as wallpaper, which is not permitted.

Compliant logos can be found on the BHHS REsource Center under Marketing.

Your company Logomark must appear at least on the home page of your website.

2. **Graphic Format:**
    - The Red/Green/Blue ("RGB") value for BHHS Cabernet Pantone 7659 is R:85, G:36, B:72.
    - The Red/Green/Blue ("RGB") value for BHHS Cream 9143 is R:234, G:277, B:212.

3. **Using "Berkshire" or "HomeServices" in a generic reference.** References such as "Berkshire offices," "Berkshire sales professional" or "Why Choose HomeServices" becomes unclear as to whether you mean your company or one of the corporate entities. For that reason, use of the word Berkshire or HomeServices alone in prohibited. Be specific (Berkshire Hathaway HomeServices ABC Realty sales professional….").

4. **Not including the company disclaimer.** Often, the required disclaimer is not included in the site, or only part of the disclaimer is included. The entire disclaimer, including the copyright notice, must be included, at minimum on the home page. The required disclaimers can be found in the Identity Standards Manual/Marketing and Advertising section (as well as BHHS REsource Center).

5. **Use of the Logomark or Quality Seal.** Neither the Logomark nor the Quality Seal can be animated or used as wallpaper. They may not be incorporated into another logo or graphic.

6. **Banner advertising.** Advertising other businesses under the BHHS Logomark or Quality Seal, as described in the Franchise Agreement, is not permitted on your website. If you choose to include banner advertisements on your website, they should be "generic" in nature and may not include the logos or brand identifiers for the other business. For example, your site may contain a banner ad for a bookstore that reads, "Looking for the latest best-seller?" rather than "Barnes & Noble has what you're looking for."

7. **Advertising other businesses on your website.** Your Franchise Agreement states that advertising any business that is not completely within the scope of the franchised business under the BHHS Logomark or Quality Seal is prohibited. You may, however, set up a link to a separate page displaying information about the other companies on the conditions that:
    - **a.** Any references to your franchised business on this separate page is made by your company's legal name as opposed to the DBA;
    - **b.** The BHHS Quality Seal or Logomark does not appear in that page;
    - **c.** Any phone numbers on the new page are not answered with the company's DBA;
    - **d.** You have disclosed your ownership in any real estate related business to the legal department.

8. **On a technical note,** all links should have working destinations, and all images should load properly.

9. **References to Berkshire Hathaway.** Affiliates are prohibited from quoting company statistics or making statements regarding Berkshire Hathaway Inc. or HomeServices of America.

10. **Use of word "REALTORS®."** Keeping in mind that the name "REALTOR®" is a registered mark of the National Association of REALTORS®, that name should not be used to generically refer to real estate professionals. Your use of the REALTOR® mark must comply with the specifications of the National Association of REALTORS®.

**Compliant logos, disclaimers and Identity Standards can be found on the REsource Center.**

**Brand Identity contacts:**

**Monica Drenner**
(800) 999-1120 ext. 7910
Email: monicadrenner@HSFranchise.com

**Sara Flammang**
(800) 999-1120 ext. 9611
Email: saraflammang@HSFranchise.com

# INTERNET – DESIGN CONCEPTS

Web-based media are treated like advertising for purposes of applying the Identity Standards. Here are some things to consider when building your website:

**Graphic Format:**

- The Red/Green/Blue ("RGB") value for BHHS Cabernet Pantone 7659 is R:85, G:36, B:72.
- The Red/Green/Blue ("RGB") value for BHHS Cream Pantone 9143 is R:234, G:227, B:212.
- Your Affiliate Logomark must appear at least on the home page of your site.
- Neither your Affiliate Logomark nor the Quality Seal may be used as "wallpaper."
- Neither the Quality Seal nor the Affiliate Logomark may be "animated."
- Your site must contain the appropriate disclaimer, at least on the home page.

**Content:**

- Your Company DBA Name must be used once in its entirety in copy.
- You may not promote other businesses on your site. On the other hand, you may link, generically, to other information. For example, you may provide a link entitled "mortgage services" that links to a separate site for a mortgage company, provided that there is no mention of your company on that site. If you choose to have information on your site regarding other businesses, those pages must not contain any of the BHHS Logomarks, nor any mention of your company.
- Keeping in mind that the name "REALTOR®" is a registered mark of the National Association of REALTORS®, that name should not be used to generically to refer to real estate professionals. Your use of the REALTOR® mark must comply with the specifications of the National Association of REALTORS®
- If used, personal logos and slogans may not be larger than the BHHS Logomark and must appear at least X-Height (Height of the B) away from any BHHS Logomark or Quality Seal.

# INTERNET – DOMAIN NAMES

## What Domain Names Can I Use?

### *Using Your Company DBA Name as Domain Name*

The BHHS name and mark is used by affiliates as part of their Company DBA Name pursuant to the license set forth in each affiliate's Franchise Agreement. Affiliates who wish to create a website, including email addresses, to conduct franchised business may use their approved Company DBA Name as their domain name. Affiliates may use Berkshire Hathaway HomeServices or BHHS in their domain names, no other abbreviations will be allowed.

### *Compliant Domain Examples:*

Berkshire Hathaway HomeServices John Smith Realty –

- berkshirehathawayhomeservicesjsmithrealty.com
- berkshirehathawayhomeservicesjohnsmithrealty.com
- bhhsjsr.com
- bhhsjsrealty.com
- bhhsjohnsmithrealty.com

### *Noncompliant Domain Examples:*

Berkshire Hathaway HomeServices John Smith Realty–

- berkhsjsmith.com
- berkhathservicesjsmithrealty.com
- berkshirehsjohnsmith.com

*All domains must be approved by the Brand Identity department.*

### Who Will File and Own Affiliates' Domain Name Registrations?

Franchisees are only allowed to use the Berkshire Hathaway HomeServices name and mark as licensees of BHHS. Accordingly, BHHS will own domain names used by franchisees which contain Berkshire Hathaway HomeServices or BHHS (or any abbreviation of BHHS if an abbreviation is authorized). Upon selection and approval of a domain name that meets the required standards, BHHS will register the domain name. The franchisee will be responsible for paying any costs associated with the registration and maintenance of the domain name. If you have already registered any domain name(s) which contain Berkshire Hathaway HomeServices or BHHS or any derivation of these names, you will be required to transfer ownership of such domain names to BHHS.

### What Domain Name Do I Use if My Company Domain Name is Shared by Other Affiliates?

In general, the "first come, first served" rule will be applied. The company to first request registration of a domain will automatically be granted permission to use that domain name if deemed compliant.

The remaining companies will be required to develop abbreviations of the name in order to come up with different domain names, e.g. (1) bhhssmithrealty.com; (2) bhhsjsrealty.com; and (3) bhhsjsmithrealty.com.

In all cases where something other than the full Company DBA Name is used and that domain name contains Berkshire Hathaway HomeServices or BHHS, the domain name must be approved in advance by the Brand Identity department.

### What Domain Name Can Be Used by Individual Sales Professionals?

Individual sales professionals are prohibited from using or registering domain names or email addresses containing BHHS, Berkshire Hathaway HomeServices or any other form of the BHHS name.

Sales professionals may be given a separate page on an affiliates' web page from franchise business and they may place the domain name for their page on business cards or other marketing materials, for example, bhhsjohnsmithrealty.com/john-anderson.

Sales professionals who currently own domain names that contain Berkshire Hathaway HomeServices or BHHS must immediately abandon those domain names. Those domains must be transferred to Berkshire Hathaway HomeServices. Contact Brand Identity for further instruction.

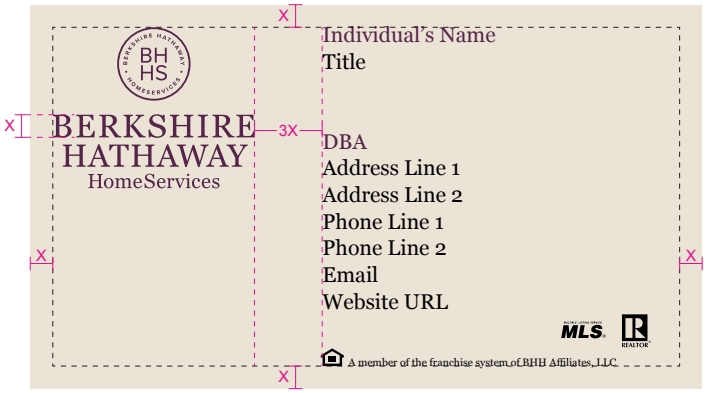
# BUSINESS CARD

- Business card should be printed on cream paper stock.
- Business card is set in Georgia or Georgia Pro font, Regular weight, 8 points over 10 point leading, set with Optical Kerning and a Tracking Value of 0.
- Agents must use the address of their business office location, not their home address.
- 2 blank lines must be left after name and title for spacing. 1 blank line after name and title is acceptable only for exceptionally long DBA names, agent names or addresses.
- A minimum of 8 lines of information is required, with a maximum of 10 lines. Required items are name, title, dba, address and phone. Acceptable additional items are email address and/or website.
- Acceptable options for the back side of the card are:
    - Solid color cabernet with Quality Seal in cream.
    - Blank.
    - Additional office addresses.
    - Dual sided cards for teams or husband/wife.
    - Alternate language (i.e. Spanish, Chinese, etc.)

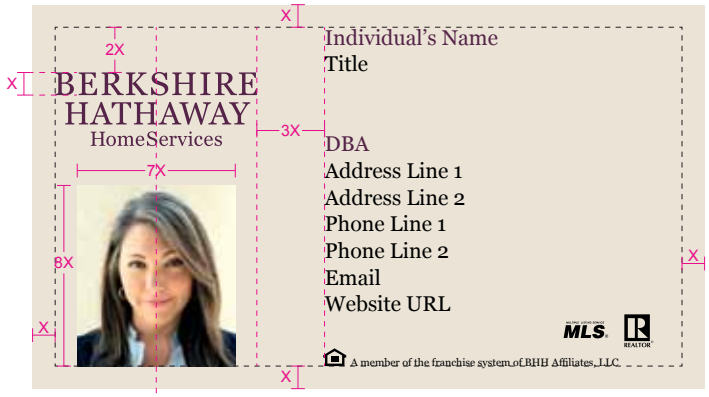
*See example on the following page.*

# Residential Business Card

FRONT OF CARD




FRONT OF CARD – WITH PHOTO




CENTERED

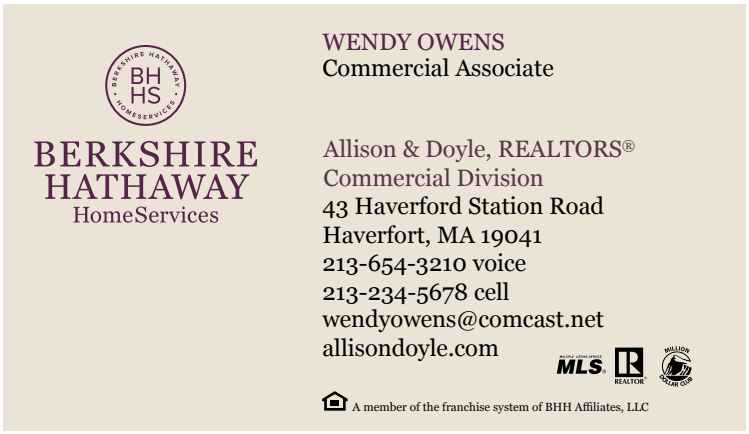
BACK OF CARD



BACK OF CARD – BLANK

## Commercial Business Card

FRONT OF CARD



BACK OF CARD

# PERSONAL LOGOS AND SLOGANS

Personal logos and slogans detract from the professional image and quality that consumers associate with the BHHS name and logo. Accordingly, BHHS strongly discourages the use of both.

If, despite this discouragement, affiliates or their sales professionals wish to use personal logos or slogans, both may not be used on signage. Furthermore, personal logos and slogans must appear at least an X-height away from any of the BHHS Signatures and may not be larger than the BHHS signature. Personal logos and slogans may not include symbols, graphic elements or phrases that have political, religious, ideological or other general connotations. Personal slogans must be real estate related.

**Correct Use of Personal Logo:**

An example of an acceptable use of a logo on a business card is shown below.

# LETTERHEAD

The design of the letterhead is intended to retain as much of the center-balance employed throughout the brand's design language as well as make best use of the equity of the BHHS name as it applies to our affiliates. The following examples show the design and layout of the printed letterhead as well the text settings to use for letters and formal communications. Letterhead can be printed on either cream or white stock.

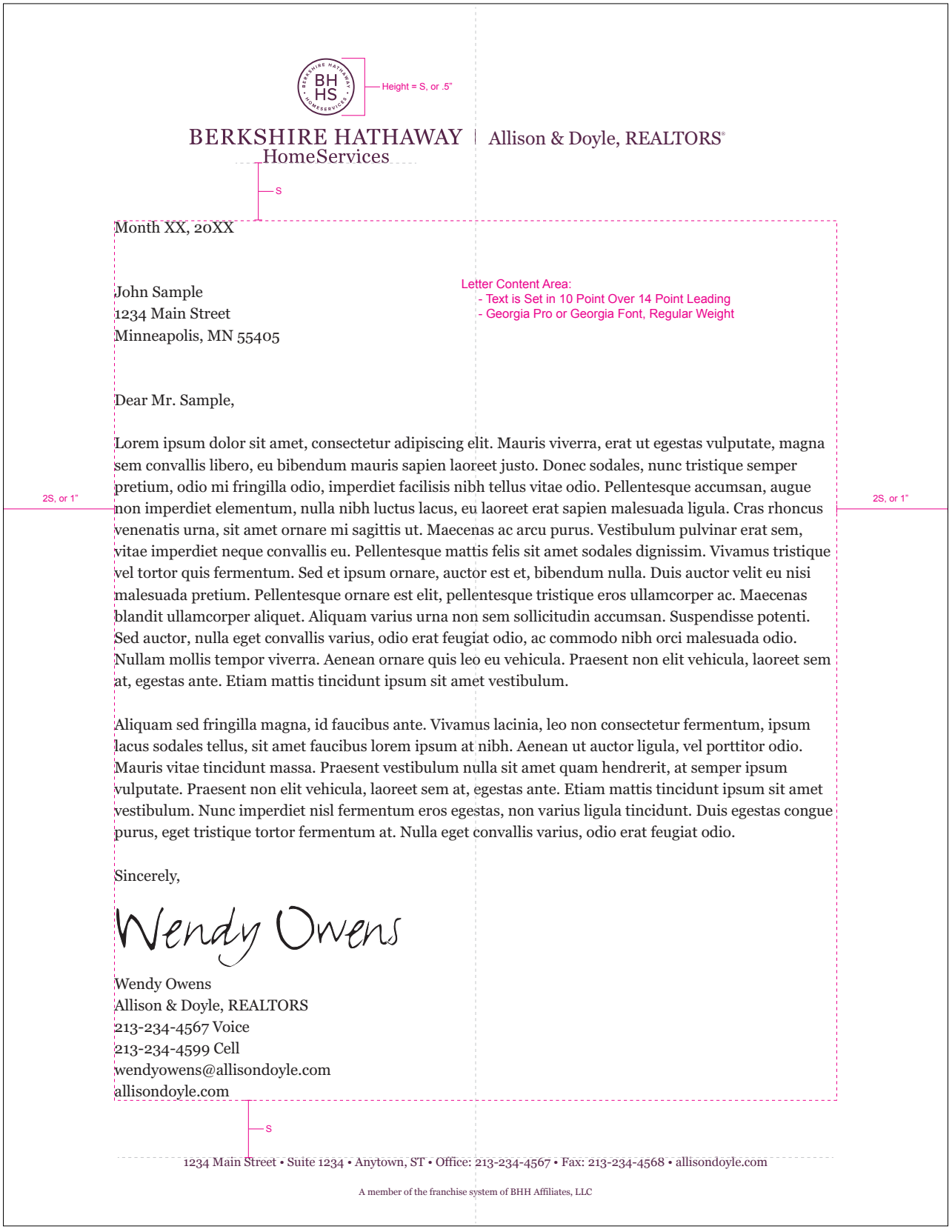
Letterhead example with 1 office location.

S
Height = S, or .5"
BERKSHIRE HATHAWAY
HomeServices
Allison & Doyle, REALTORS®
2S, or 1"
Address and Contact Information Contained Within This Space
2S, or 1"
1234 Main Street • Suite 1234 • Anytown, ST • Office: 213-234-4567 • Fax: 213-234-4568 • allisondoyle.com
8 point, Georgia Pro Regular
6 point, Georgia Pro Regular
A member of the franchise system of BHH Affiliates, LLC
S
1/2 S

Letterhead example with multiple office locations.

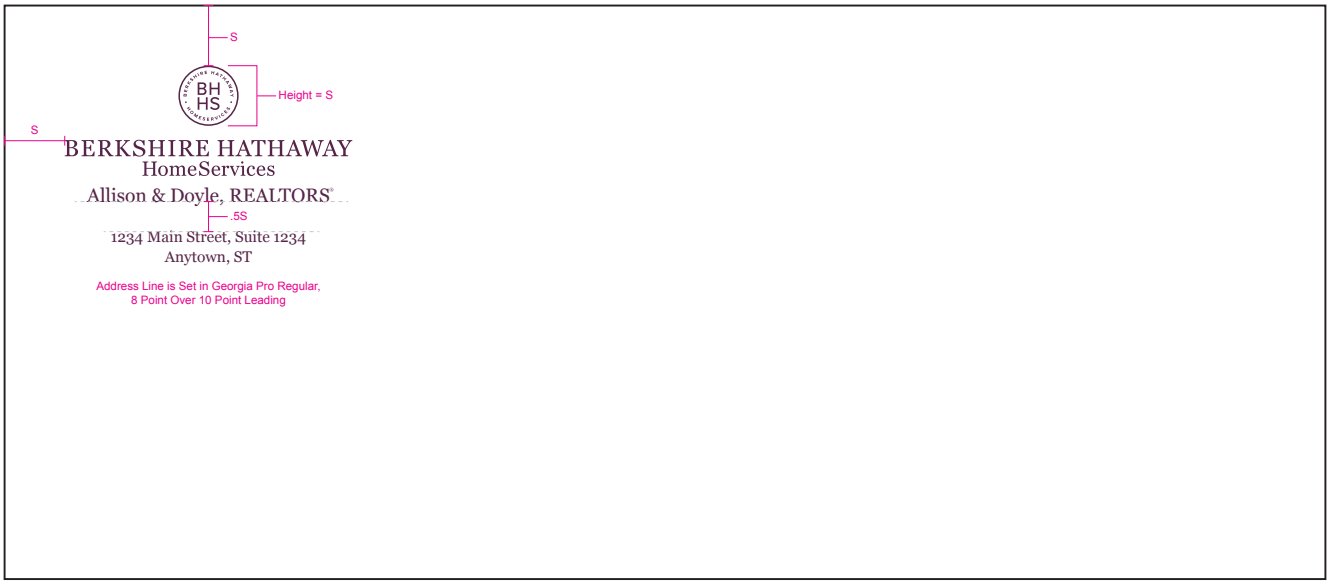
S
Height = S, or .5"
BERKSHIRE HATHAWAY HomeServices
Allison & Doyle, REALTORS®
2S, or 1"
Address and Contact Information Contained Within This Space
2S, or 1"
3rd Line (as Needed)
8 Point Space
2nd Line (as Needed)
8 Point Space
8 Point Type
1234 Main Street • Suite 1234 • Anytown, ST • Office: 213-234-4567 • Fax: 213-234-4568 • allisondoyle.com
1234 Main Street • Suite 1234 • Anytown, ST • Office: 213-234-4567 • Fax: 213-234-4568 • allisondoyle.com
1234 Main Street • Suite 1234 • Anytown, ST • Office: 213-234-4567 • Fax: 213-234-4568 • allisondoyle.com
8 point, Georgia Pro Regular
6 point, Georgia Pro Regular
A member of the franchise system of BHH Affiliates, LLC
1/2 S
S

Letterhead example with text content settings.


Height = S, or .5"
BERKSHIRE HATHAWAY HomeServices
Allison & Doyle, REALTORS®
S
Month XX, 20XX
John Sample
1234 Main Street
Minneapolis, MN 55405
Letter Content Area:
- Text is Set in 10 Point Over 14 Point Leading
- Georgia Pro or Georgia Font, Regular Weight
Dear Mr. Sample,
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris viverra, erat ut egestas vulputate, magna sem convallis libero, eu bibendum mauris sapien laoreet justo. Donec sodales, nunc tristique semper pretium, odio mi fringilla odio, imperdiet facilisis nibh tellus vitae odio. Pellentesque accumsan, augue non imperdiet elementum, nulla nibh luctus lacus, eu laoreet erat sapien malesuada ligula. Cras rhoncus venenatis urna, sit amet ornare mi sagittis ut. Maecenas ac arcu purus. Vestibulum pulvinar erat sem, vitae imperdiet neque convallis eu. Pellentesque mattis felis sit amet sodales dignissim. Vivamus tristique vel tortor quis fermentum. Sed et ipsum ornare, auctor est et, bibendum nulla. Duis auctor velit eu nisi malesuada pretium. Pellentesque ornare est elit, pellentesque tristique eros ullamcorper ac. Maecenas blandit ullamcorper aliquet. Aliquam varius urna non sem sollicitudin accumsan. Suspendisse potenti. Sed auctor, nulla eget convallis varius, odio erat feugiat odio, ac commodo nibh orci malesuada odio. Nullam mollis tempor viverra. Aenean ornare quis leo eu vehicula. Praesent non elit vehicula, laoreet sem at, egestas ante. Etiam mattis tincidunt ipsum sit amet vestibulum.
2S, or 1"
2S, or 1"
Aliquam sed fringilla magna, id faucibus ante. Vivamus lacinia, leo non consectetur fermentum, ipsum lacus sodales tellus, sit amet faucibus lorem ipsum at nibh. Aenean ut auctor ligula, vel porttitor odio. Mauris vitae tincidunt massa. Praesent vestibulum nulla sit amet quam hendrerit, at semper ipsum vulputate. Praesent non elit vehicula, laoreet sem at, egestas ante. Etiam mattis tincidunt ipsum sit amet vestibulum. Nunc imperdiet nisl fermentum eros egestas, non varius ligula tincidunt. Duis egestas congue purus, eget tristique tortor fermentum at. Nulla eget convallis varius, odio erat feugiat odio.
Sincerely,
Wendy Owens
Wendy Owens
Allison & Doyle, REALTORS
213-234-4567 Voice
213-234-4599 Cell
wendyowens@allisondoyle.com
allisondoyle.com
S
1234 Main Street • Suite 1234 • Anytown, ST • Office: 213-234-4567 • Fax: 213-234-4568 • allisondoyle.com
A member of the franchise system of BHH Affiliates, LLC

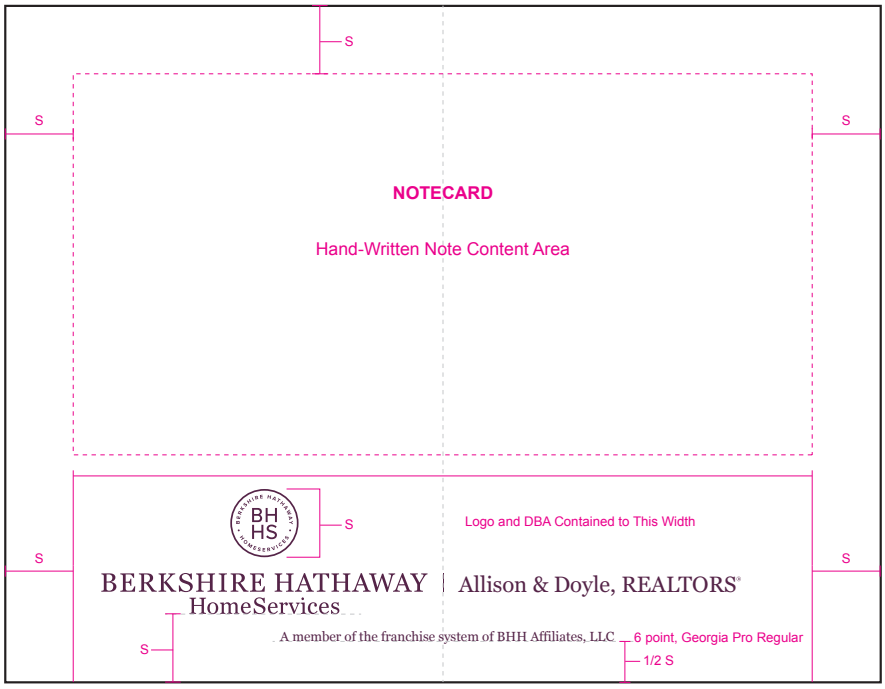
# A10 ENVELOPE

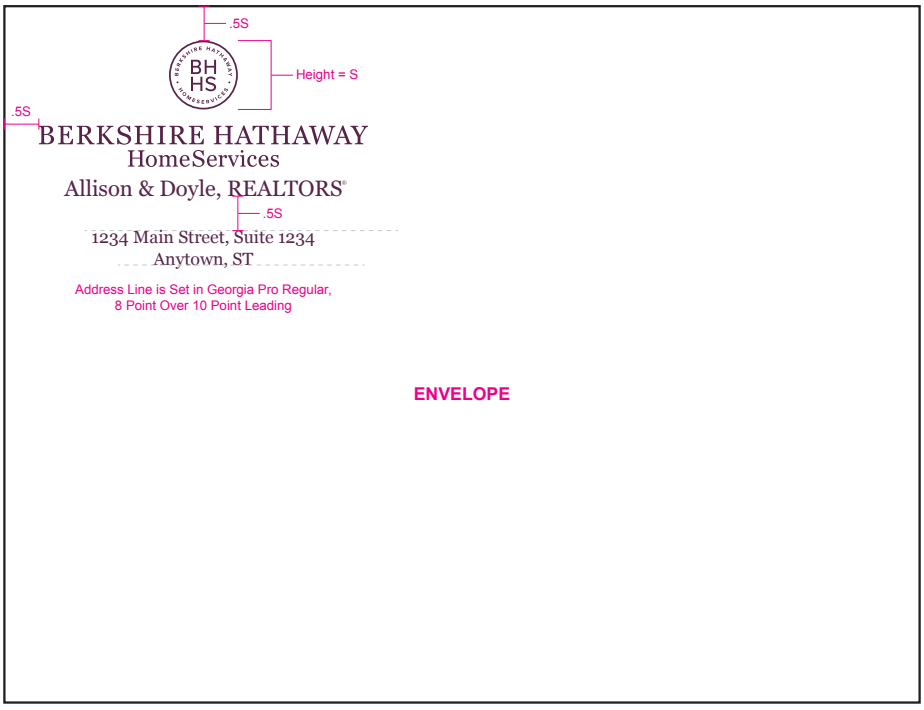
The A10 sized envelope is the most commonly used envelope for business and formal written communications. It's a standard size and is available "off-the-shelf" at any business supplies or stationery store. The following is the approved example for the design and layout incorporating the BHHS logomark, DBA name, and address.



# A2 NOTE CARD AND ENVELOPE

The A2 sized notecard (5.5" x 4.25") and accompanying A2 envelope (5.75" x 4.375") provide the perfect vehicle for handwritten, personal correspondence such as “thank you” or congratulatory notes. The following examples show the design and layout for both.



# SIGNAGE – STANDARD RESIDENTIAL YARD SIGNS

The following are layouts and standards for yard signs riders, open house signs, and commercial site signs. To ensure that your sign is correctly designed and produced, you are strongly encouraged to use a Preferred Supplier. The Identity Standards have been provided to our Preferred Suppliers. Information on Preferred Suppliers is available in the Supplier Directory on REsource Center.

If you should choose not to use a Preferred Supplier, a to-scale drawing must be submitted for approval to the Brand Identity department prior to manufacturing.

# GENERAL RULES FOR SIGNAGE APPLICATIONS

In keeping with brand consistency, the same general rules that apply to the logos will also apply to the design and layout of the yard signs. In addition, please refer to the following general (and on the subsequent pages, corresponding case-specific) rules for further clarity and consistency.

- The exact colors to be used on the yard signs (cabernet and cream) have yet to be determined. BHHS will provide color information and visual reference swatches for yard signs once the colors have been calibrated.
- The size of the DBA must be no more than 85% of “X” and no less than 66% of “X.”
- The DBA must be same size on both lines (as needed).
- Agent name cannot be larger than DBA.
- Affiliate DBAs and corresponding contact information are set in upper and lower case, with the exception of the word “REALTORS®” (where applicable).
- DBA must not extend outside the working area (black dashed line).
- DBA and accompanying contact information must be centered horizontally along with the Berkshire Hathaway logomark, and vertically within the working area.
- Phone number to remain larger than DBA when possible.
- Signage information must be kept to 4 lines and must include DBA and phone number. Additional options to include within the 4 line maximum are agent name, agent phone number, website or cell number. In cases of extended DBA names, a maximum 5th line can be utilized to accommodate the longer name.
- Agent photo option is only to be used on the larger yard signs (24" x 30" Dome signs, 24" x 32" Dome Signs, 24" x 30" Rectangular signs, and 30" x 24" Horizontal Rectangular Signs).

# YARD SIGN DISCLAIMERS

**Due to the limited space on a yard sign, the following abridged version of the disclaimer may be used by all Berkshire Hathaway HomeServices affiliates:**

A member of the franchise system of BHH Affiliates, LLC

# 24" x 30" DOME SIGN

Example with DBA, phone number and agent name. Shown with BHHS Cabernet on BHHS Cream.

# 24" x 30" DOME SIGN

Example with DBA, phone number and agent name. Shown with BHHS Cabernet on white.

# 24" x 30" DOME SIGN

Example with DBA, phone number, agent name and agent phone number. Shown with BHHS Cabernet on BHHS Cream.

# 24" x 30" DOME SIGN

Example with DBA, phone number, agent name and agent phone number. Shown with BHHS Cabernet on white.

## 24" x 30" DOME SIGN

Example with DBA, phone number, agent name and website. Shown with BHHS Cabernet on BHHS Cream.

## 24" x 30" DOME SIGN

Example with DBA, phone number, agent name and website. Shown with BHHS Cabernet on white.

## 24" x 30" DOME SIGN

Example with extended DBA, phone number and agent name. Shown with BHHS Cabernet on BHHS Cream.

# 24" x 30" DOME SIGN

Example with extended DBA, phone number and agent name. Shown with BHHS Cabernet on white.

# 24" x 30" DOME SIGN WITH PHOTO

Example with DBA, phone number, agent name and agent photo. Shown with BHHS Cabernet on BHHS Cream.

# 24" x 30" DOME SIGN WITH PHOTO

Example with DBA, phone number, agent name and agent photo. Shown with BHHS Cabernet on white.

# 24" x 30" DOME SIGN WITH PHOTO

Example with DBA, phone number, agent name, agent phone number and agent photo. Shown with BHHS Cabernet on BHHS Cream.

# 24" x 30" DOME SIGN WITH PHOTO

Example with DBA, phone number, agent name, agent phone number and agent photo. Shown with BHHS Cabernet on white.

# 24" x 30" DOME SIGN WITH PHOTO

Example with extended DBA, phone number, agent name and agent phone number. Shown with BHHS Cabernet on BHHS Cream.

# 24" x 30" DOME SIGN WITH PHOTO

Example with extended DBA, phone number, agent name and agent phone number. Shown with BHHS Cabernet on white.

# 24" x 30" RECTANGULAR SIGN

Example with DBA, phone number, agent name and agent phone number. Shown with BHHS Cabernet on BHHS Cream.

# 24" x 30" RECTANGULAR SIGN

Example with DBA, phone number, agent name and agent phone number. Shown with BHHS Cabernet on white.

# 24" x 30" RECTANGULAR SIGN

Example with DBA, phone number, agent name and agent phone number. Shown with BHHS Cabernet on BHHS Cream.

# 24" x 30" RECTANGULAR SIGN

Example with DBA, phone number, agent name and agent phone number. Shown with BHHS Cabernet on white.

## 24" x 30" RECTANGULAR SIGN

Example with DBA, phone number, agent name and website. Shown with BHHS Cabernet on BHHS Cream.

# 24" x 30" RECTANGULAR SIGN

Example with DBA, phone number, agent name and website. Shown with BHHS Cabernet on white.

# 24" x 30" RECTANGULAR SIGN

Example with extended DBA, phone number and agent name. Shown with BHHS Cabernet on BHHS Cream.

# 24" x 30" RECTANGULAR SIGN

Example with extended DBA, phone number and agent name. Shown with BHHS Cabernet on white.

# 24" x 30" RECTANGULAR SIGN WITH PHOTO

Example with DBA, phone number, agent name and agent photo. Shown with BHHS Cabernet on BHHS Cream.

# 24" x 30" RECTANGULAR SIGN WITH PHOTO

Example with DBA, phone number, agent name and agent photo. Shown with BHHS Cabernet on white.

# 24" x 30" RECTANGULAR SIGN WITH PHOTO

Example with DBA, phone number, agent name, agent phone number and agent photo. Shown with BHHS Cabernet on BHHS Cream.

# 24" x 30" RECTANGULAR SIGN WITH PHOTO

Example with DBA, phone number, agent name, agent phone number and agent photo. Shown with BHHS Cabernet on white.

# 24" x 30" RECTANGULAR SIGN WITH PHOTO

Example with extended DBA, phone number, agent name and agent photo. Shown with BHHS Cabernet on BHHS Cream.

# 24" x 30" RECTANGULAR SIGN WITH PHOTO

Example with extended DBA, phone number, agent name and agent photo. Shown with BHHS Cabernet on white.

# 30" x 24" & 32" x 24" RECTANGULAR SIGN

30" x 24" example with DBA, phone number, agent name and agent phone number. Shown with BHHS Cabernet on BHHS Cream.

# 30" x 24" & 32" x 24" RECTANGULAR SIGN

30" x 24" example with DBA, phone number, agent name and agent phone number. Shown with BHHS Cabernet on white.

# 30" x 24" & 32" x 24" RECTANGULAR SIGN

30" x 24" example with DBA, phone number, agent name and agent phone number. Shown with BHHS Cabernet on BHHS Cream.

# 30" x 24" & 32" x 24" RECTANGULAR SIGN

30" x 24" example with DBA, phone number, agent name and agent phone number. Shown with BHHS Cabernet on white.

# 30" x 24" & 32" x 24" RECTANGULAR SIGN

30" x 24" example with DBA, phone number, agent name and website. Shown with BHHS Cabernet on BHHS Cream.

# 30" x 24" & 32" x 24" RECTANGULAR SIGN

30" x 24" example with DBA, phone number, agent name and website. Shown with BHHS Cabernet on white.

# 30" x 24" & 32" x 24" RECTANGULAR SIGN

30" x 24" example with extended DBA, phone number and agent name. Shown with BHHS Cabernet on BHHS Cream.

# 30" x 24" & 32" x 24" RECTANGULAR SIGN

30" x 24" example with extended DBA, phone number and agent name. Shown with BHHS Cabernet on white.

# 30" x 24" & 32" x 24" RECTANGULAR SIGN WITH PHOTO

30" x 24" example with DBA, phone number, agent name and agent photo. Shown with BHHS Cabernet on BHHS Cream.

# 30" x 24" & 32" x 24" RECTANGULAR SIGN WITH PHOTO

30" x 24" example with DBA, phone number, agent name and agent photo. Shown with BHHS Cabernet on white.

# 30" x 24" & 32" x 24" RECTANGULAR SIGN WITH PHOTO

30" x 24" example with DBA, phone number, agent name, agent phone number and agent photo. Shown with BHHS Cabernet on BHHS Cream.

# 30" x 24" & 32" x 24" RECTANGULAR SIGN WITH PHOTO

30" x 24" example with DBA, phone number, agent name, agent phone number and agent photo. Shown with BHHS Cabernet on white.

# 30" x 24" & 32" x 24" RECTANGULAR SIGN WITH PHOTO

30" x 24" example with extended DBA, phone number, agent name and agent photo. Shown with BHHS Cabernet on BHHS Cream.

# 30" x 24" & 32" x 24" RECTANGULAR SIGN WITH PHOTO

30" x 24" example with extended DBA, phone number, agent name and agent photo. Shown with BHHS Cabernet on white.

# 24" x 18" and 7.5" x 5.5" RECTANGULAR SIGNS

Example with DBA, phone number and agent name. Shown with BHHS Cabernet on BHHS Cream.

# 24" x 18" and 7.5" x 5.5" RECTANGULAR SIGNS

Example with DBA, phone number and agent name. Shown with BHHS Cabernet on white.

# 24" x 18" and 7.5" x 5.5" RECTANGULAR SIGNS

Example with DBA, phone number, agent name and agent phone number. Shown with BHHS Cabernet on BHHS Cream.

# 24" x 18" and 7.5" x 5.5" RECTANGULAR SIGNS

Example with DBA, phone number, agent name and agent phone number. Shown with BHHS Cabernet on white.

# 24" x 18" and 7.5" x 5.5" RECTANGULAR SIGNS

Example with DBA, phone number, agent name and website. Shown with BHHS Cabernet on BHHS Cream.

# 24" x 18" and 7.5" x 5.5" RECTANGULAR SIGNS

Example with DBA, phone number, agent name and website. Shown with BHHS Cabernet on white.

# 24" x 18" and 7.5" x 5.5" RECTANGULAR SIGNS

Example with extended DBA, phone number, agent name and website. Shown with BHHS Cabernet on BHHS Cream.

# 24" x 18" and 7.5" x 5.5" RECTANGULAR SIGNS

Example with extended DBA, phone number, agent name and website. Shown with BHHS Cabernet on white.